

**Analisis Pengaruh Kualitas Produk, Harga dan Servicescape
terhadap Kepuasan Konsumen Produk Kosmetik Etude House (Studi
pada Etude House Citra Land Mall Semarang)**

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ABSTRAK

Kehidupan modern menawarkan kemudahan dan kepraktisan untuk menunjang penampilan, salah satunya adalah pemakaian produk perawatan atau kosmetik. Perusahaan akan bertindak bijaksana dengan mengukur kepuasan pelanggan secara teratur, karena salah satu kunci untuk mempertahankan pelanggan adalah kepuasan pelanggan. Penelitian ini mengidentifikasi pengaruh kualitas produk, harga dan servicescape terhadap kepuasan konsumen kosmetik Etude House (Studi Pada Konsumen Produk Kosmetik Etude House di Citra Land Mall Semarang). Jumlah responden dalam penelitian ini adalah 100 orang. Data yang terkumpul dianalisa menggunakan analisis regresi linear berganda, uji normalitas, uji heterokedastisitas, uji multikolinearitas, uji validitas, uji reliabilitas, uji hipotesis dan uji koefisien determinasi R². Dari hasil penelitian dapat disimpulkan bahwa, adanya pengaruh positif dan signifikan variabel kualitas produk dan harga terhadap kepuasan konsumen kosmetik Etude House, sedangkan variabel servicescape tidak berpengaruh signifikan terhadap kepuasan konsumen kosmetik Etude House.

Kata Kunci : kualitas produk, harga, servicescape, kepuasan konsumen

**Analysis of the Effect of Product Quality, Price and Servicescape on
Consumer Satisfaction of Etude House Cosmetic Product (Study at
Etude House Citra Land Mall of Semarang)**

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ABSTRACT

Modern life offers the easiness and practicality in order to support the people, one of them is the use of products care or cosmetics. The company would act wisely by measuring consumer satisfaction regularly, because one of the key to sustain the consumer is consumer satisfaction. This research identifies the effect of product quality, price and servicescape on consumer satisfaction of Etude House (Studies on consumer of Etude House Cosmetics Product in Citra Land Mall Semarang). The number of respondents in this research are 100 people. The data collected were then analyzed by multiple linear regression analysis, test of normality, heterokedasticity test, multicollinearity test, validity test, reliability test, hypotheses test and coefficient of determination R2 test. From the results of research it can be concluded, there is a significant and positive effect of the variable product quality and price on consumer satisfaction of Etude House cosmetic, while the variable servicescape has no significant effect on consumer satisfaction of Etude House cosmetic.

Keyword : product quality, price, servicescape, consumer satisfaction